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What is claimed is:

1. A printer, comprising:

a printing section with a print head;

a holder which holds a consumable consumed during printing operation of the printing section, the consumable bearing an RFID tag storing specification data of the consumable;

a wireless receiver which performs data communication with the RFID tag; and

means for controlling the printing section based on the data obtained from the RFID tag through the data communication.

2. A printer according to Claim 1, wherein the holder holds a heat-sensitive paper as a consumable.

3. A printer according to Claim 1, wherein the holder holds an ink ribbon as a consumable.

4. A printer according to Claim 3, wherein the holder holds a label paper as a consumable.

5. A printer according to Claim 1, further comprising a sensor which detects the temperature of the print head,

wherein the data stores a pulse width of electrical energy to the print head for each temperature range, and

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the temperature detected by the sensor.

6. A printer according to Claim 2, further comprising a sensor which detects the temperature of the print head, wherein the data stores a pulse width of electrical energy to the print head for each temperature range, and wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the temperature detected by the sensor.

7. A printer according to Claim 3, further comprising a sensor which detects the temperature of the print head, wherein the data stores a pulse width of electrical energy to the print head for each temperature range, and wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the temperature detected by the sensor.

8. A printer according to Claim 4, further comprising a sensor which detects the temperature of the print head, wherein the data stores a pulse width of electrical energy to the print head for each temperature range, and wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the temperature detected by the sensor.

9. A printer according to Claim 5, wherein the data stores a pulse width of electrical energy to the print head for each printing speed defined for each temperature range, and

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the printing speed of the printing section.

10. A printer according to Claim 6,

wherein the data stores a pulse width of electrical energy to the print head for each printing speed defined for each temperature range, and

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the printing speed of the printing section.

11. A printer according to Claim 7,

wherein the data stores a pulse width of electrical energy to the print head for each printing speed defined for each temperature range, and

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the printing speed of the printing section.

12. A printer according to Claim 8,

wherein the data stores a pulse width of electrical energy to the print head for each printing speed defined for each temperature range, and

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the data according to the printing speed of the printing section.

13. A printer according to Claim 3, further

comprising a memory for storing a pulse width of electrical energy specified according the type of ink ribbon,

wherein the data stores the type of ink ribbon,

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the memory according to the type of ink ribbon retrieved from the data.

14. A printer according to Claim 4, further comprising a memory for storing a pulse width of electrical energy specified according the type of ink ribbon,

wherein the data stores the type of ink ribbon, and

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the memory according to the type of ink ribbon retrieved from the data.

15. A printer according to Claim 4, further comprising a memory for storing a pulse width of electrical energy specified according the combination of the type of ink ribbon and the type of label paper,

wherein the data stores the type of ink ribbon and the type of label paper, and

wherein the printing section is controlled with the pulse width of electrical energy retrieved from the memory according to the type of ink ribbon retrieved from the data.

16. A consumable, comprising:

a consumable section consumed while a printer including a printing section with a print head performs

printing; and

an RFID tag which stores specification data of the consumable section.

17. A consumable according to Claim 16, wherein the consumable section is a heat-sensitive paper.

18. A consumable according to Claim 16, wherein the consumable section is an ink ribbon.

19. A consumable according to Claim 18, wherein the consumable section is a label paper.

20. A consumable according to Claim 16, wherein the data stores a pulse width of electrical energy to the print head for each temperature range.

21. A consumable according to Claim 17, wherein the data stores a pulse width of electrical energy to the print head for each temperature range.

22. A consumable according to Claim 18, wherein the data stores a pulse width of electrical energy to the print head for each temperature range.

23. A consumable according to Claim 19, wherein the data stores a pulse width of electrical energy to the print head for each temperature range.

24. A consumable according to Claim 20, wherein the data stores a pulse width of electrical energy to the print head for each printing speed specified for each temperature range.

25. A consumable according to Claim 21, wherein the data stores a pulse width of electrical energy to the print head for each printing speed specified for each temperature range.

26. A consumable according to Claim 22, wherein the data stores a pulse width of electrical energy to the print head for each printing speed specified for each temperature range.

27. A consumable according to Claim 23, wherein the data stores a pulse width of electrical energy to the print head for each printing speed specified for each temperature range.

28. A consumable according to Claim 18, wherein the data stores the type of ink ribbon.

29. A consumable according to Claim 19, wherein the data stores the type of ink ribbon.

30. A consumable according to Claim 19, wherein the data stores the type of ink ribbon and the type of label paper.